



Daniela FONSECA

Looking for an internship as a Data Analyst starting in July 2021

26 year - Ecuadorian - Residence French Card - Full time work permit



daniela.fonseca@edu.em-lyon.com



(+33) 6 29 41 82 16



93 Rue d'Avron, Paris, France



linkedin.com/in/daniela-fonsecav

EDUCATION

MSC in Digital Marketing & Data Science

emlyon business school | Paris - France
2020 - 2021

Master's Degree in Marketing and Communication

EIML Paris

2017 - 2020
14/20 - with highest honour

Bachelor in Sociology

Université Paris Sorbonne | Paris - France

2012 - 2017
12/20 - with honours

LANGUAGES

English
Fluent- TOEIC 920

Français
Bilingual

Spanish
Native

Italian
Notions

PROFESSIONAL EXPERIENCE

Junior e-commerce manager - Apprenticeship

Deeploy | Paris - France

08/2019 - 09/2020

Achievements/Tasks

- Built and deployed strategy for 15 sellers resulting in growth of our portfolio
- Developed search and display media strategy by translating clients objectives
- Monitored and analyzed sales and advertising performance of sellers: daily dissemination to management and elaboration of weekly and monthly analyzes/reports.
- Managed data consolidation for monthly performance reports and forecasts: Creation and automation of analysis tools/ reports in Excel
- Negotiated advertising budgets with sellers: Managing an annual budget of more than 500 K€

Marketplace project manager assistant - Internship

Brandalley | Paris - France

03/2019 - 08/2019

Achievements/Tasks

- Pioneered feed integration for 35 new clients and 100 current partners
- Coordinated and managed the recruitment of 10 new sellers for the marketplace
- Analyzed plans setting up according to market trends: Creation of commercial offers (Sales, Black Friday, Cyber Monday), implementation of free shipping in the MKP
- Evaluated development of the Marketplace on Mirakl: Create, improve and automate processes

E-commerce and Marketplace Assistant - Internship

TheAgent | Paris - France

09/2018 - 02/2019

Achievements/Tasks

- Monitored French and international marketplaces (La Redoute, Zalando, Amazon, Afound, Privalia)
- Addressed operational follow-up of Marketplaces: Customer service and integration of products via Shopping Feed
- Set and followed up of sales objectives: +150% growth in Q4 2018

SOFT SKILLS

Analytical

Communication

Teamwork

Leadership

Critical Thinking

Creativity

Perseverance

Innovative thinking

TECHNICAL SKILLS

Excel

Python

SQL

Marketplaces

Amazon Advertising

Google Ads

Google Analytics

Sphynx

Shopping Feed

Mirakl

Amazon Vendor central

Amazon Seller central

Power Point

Google Data Studio

INTERESTS

Cooking

Travel

Yoga

Vintage

Photography

Fashion